

DOWNTOWN HAYWARD PARKING STUDY



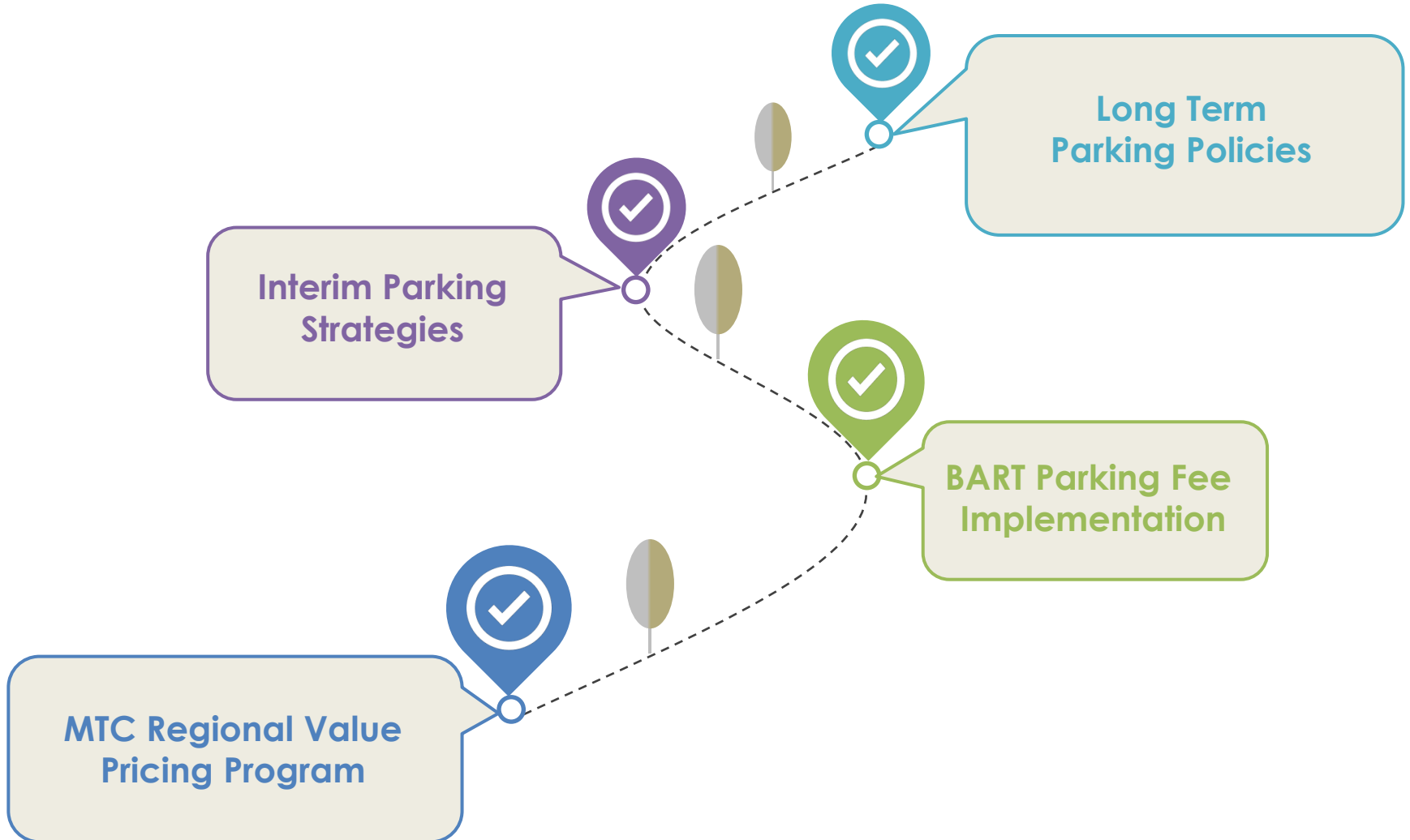
CITY OF
HAYWARD
HEART OF THE BAY



STUDY OVERVIEW
APRIL 14, 2015

- Authorize the City Manager to negotiate and execute a professional services agreement with CDM Smith, Inc. to undertake the Downtown Parking Study in an amount not to exceed \$85,000
- Appropriate \$110,000 for this Study in the Capital Projects (Governmental) Fund

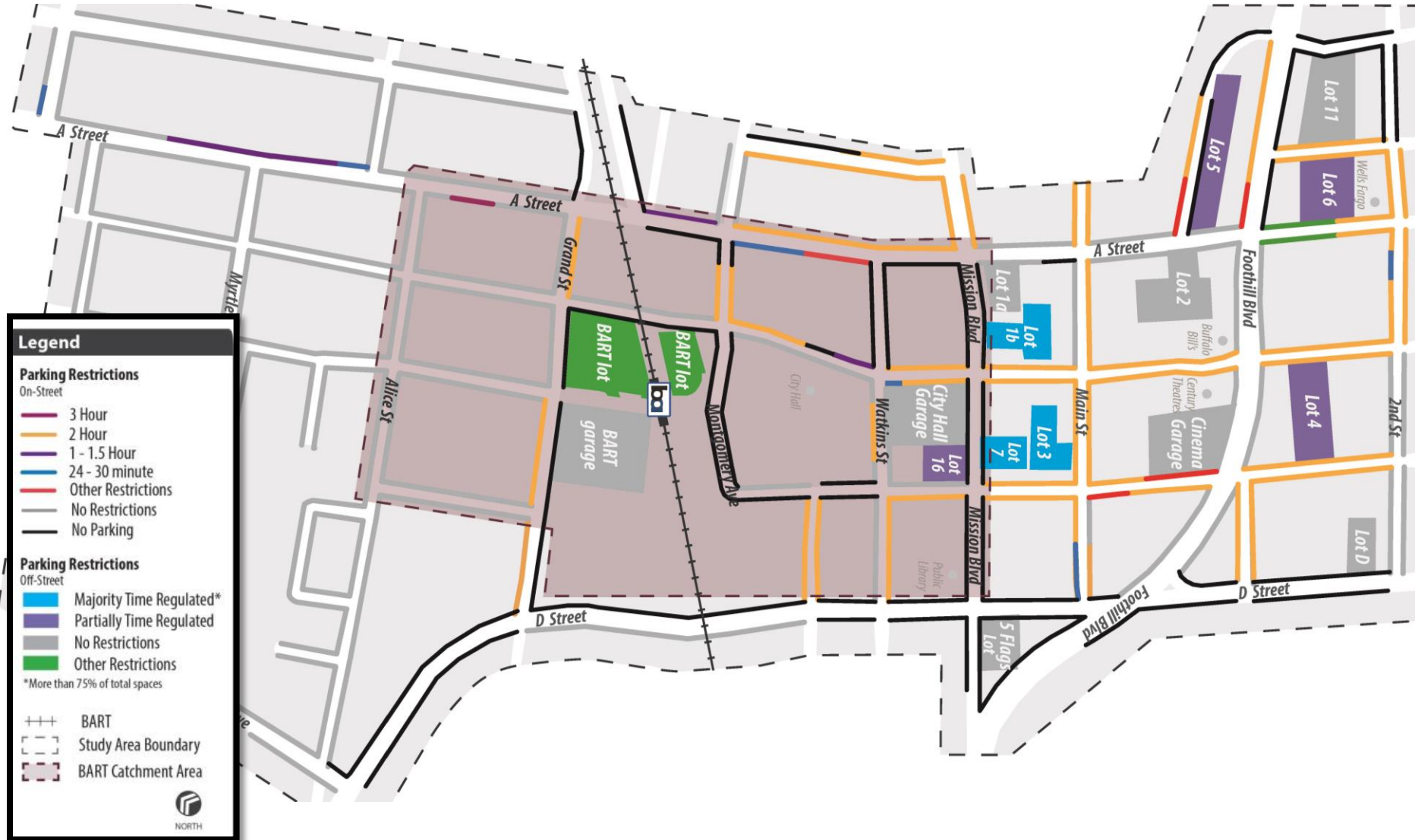
- Well-designed parking management policies create:
 - Vibrant Commercial Districts
 - Parking Supply Turn-over
 - Travel Choices for Residents, Visitors and Merchants
 - Effective tool for communities to assist in development goals (Smart Growth)
 - Potential Revenue Streams



- Outreach to Downtown Businesses
- Public Meeting held in October, 2014
- Attended by 40 residents and business owners
- Residents inquired regarding Parking Permits
- Merchants concerned about employee parking

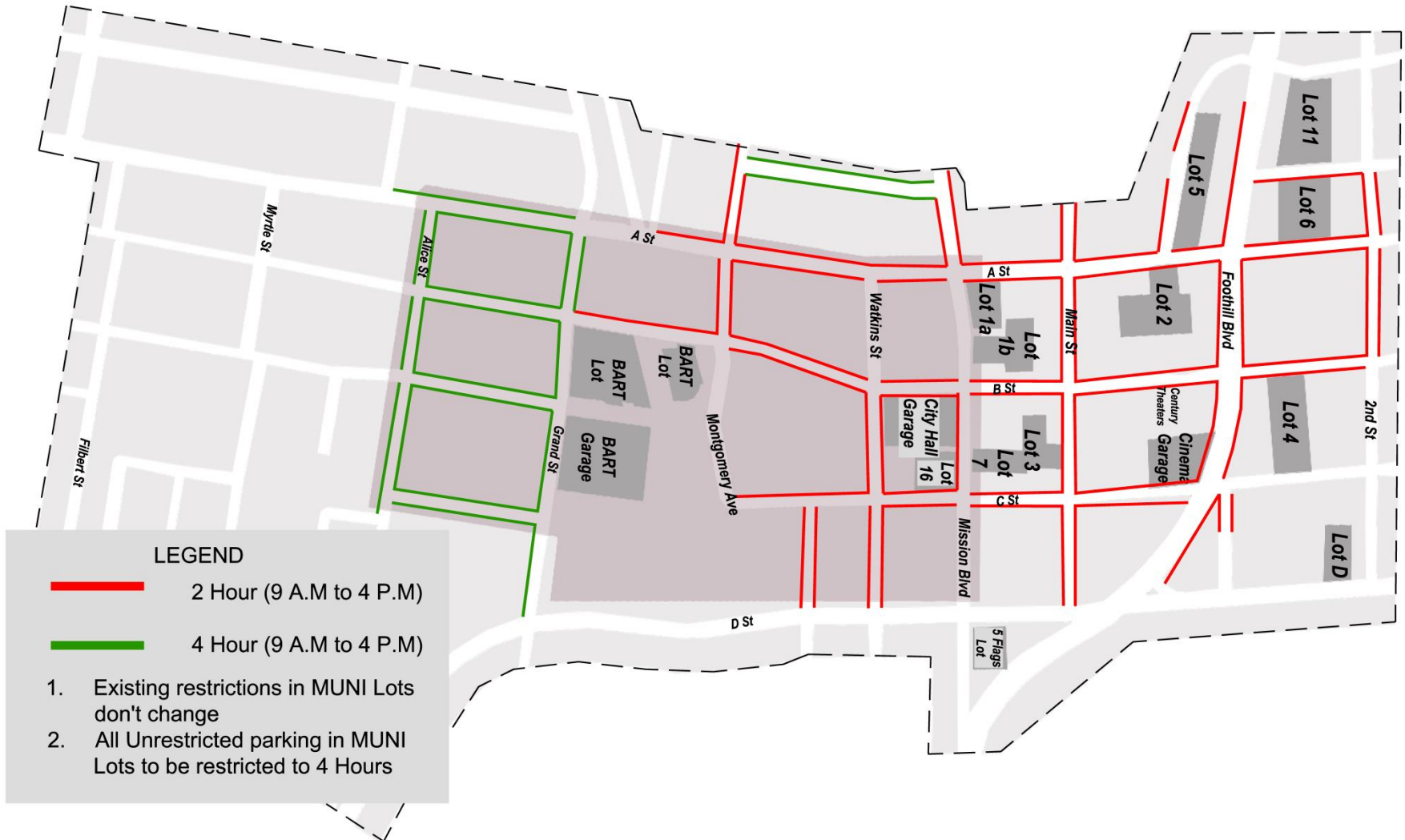
City Council reviewed and approved “interim” strategies (Nov, 2014)

Previous Downtown Parking Restrictions



Standardized “Interim” Parking Restrictions

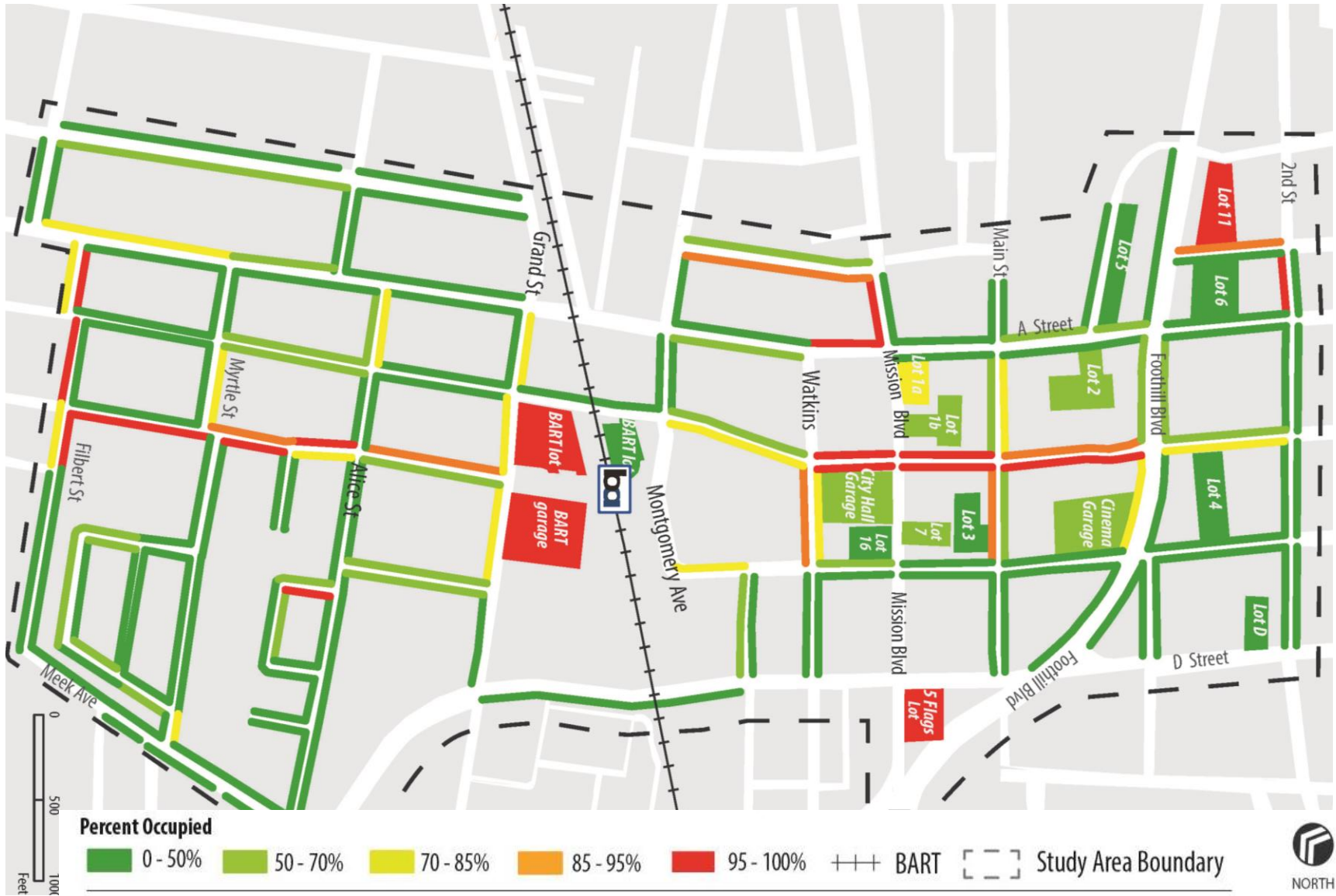
As of January 5, 2015





Preliminary Results

Typical Weekday, 12PM - (Feb, 2015)



Preliminary Results

Occupancy of Municipal Parking Facilities – Feb, 2015

Facility	AM	Midday	Early PM	Evening
LOT 1a - Mission Blvd & A Street	6%	81%	31%	88%
LOT 1b - Mission Blvd	25%	54%	55%	48%
LOT 2 - A Street btwn Foothill & Main St	34%	62%	78%	81%
LOT 3 - Main St btwn B and C Sts	92%	68%	42%	68%
LOT 4 - B St btwn Foothill & 2nd St	14%	17%	13%	10%
LOT 5 - A St btwn City Center & Foothill	18%	32%	62%	53%
LOT 6 - A St btwn Foothill & 2nd St	25%	38%	30%	51%
LOT 7 - Mission Blvd btwn B and C St	60%	60%	50%	60%
LOT 11 - Russell Way btwn Foothill & 2nd	7%	100%	65%	9%
5 Flags - Mission & D St	66%	97%	69%	94%
Lot D - D St and 2nd St	14%	10%	10%	10%
Cinema Place Garage - Foothill & C St	19%	51%	36%	40%
City Hall Garage - Watkins & B St	50%	54%	40%	25%
LOT 16 - Mission & C St	6%	49%	30%	0%

Legend	
Under-utilized	≤ 55%
Near Capacity	80-85%
At Capacity	> 85%

Duration & Turnover Analysis

- Where are individuals parking?

Downtown Parking Demand Management

- Time Restrictions
- Peak Pricing

Community Outreach

- Community Feedback Surveys
- Public Meetings
- Educate residents/businesses

Permit Assessment

- Residential Permits
- Merchant Permits
- Off-Street Business Permits

DOWNTOWN PARKING STUDY

Costs-Revenue Recommendations

Technology Review

- Enforcement technologies
- Payment technologies

- Scalable
- Efficient
- Cost-effective
- Adaptable



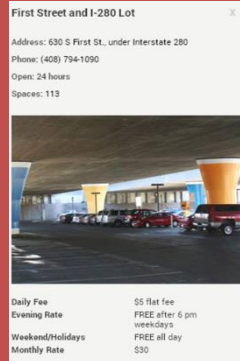
Pay Stations



Signage



Web & Smartphone Applications



Permits



Single Day Parking Permit
Valid Only

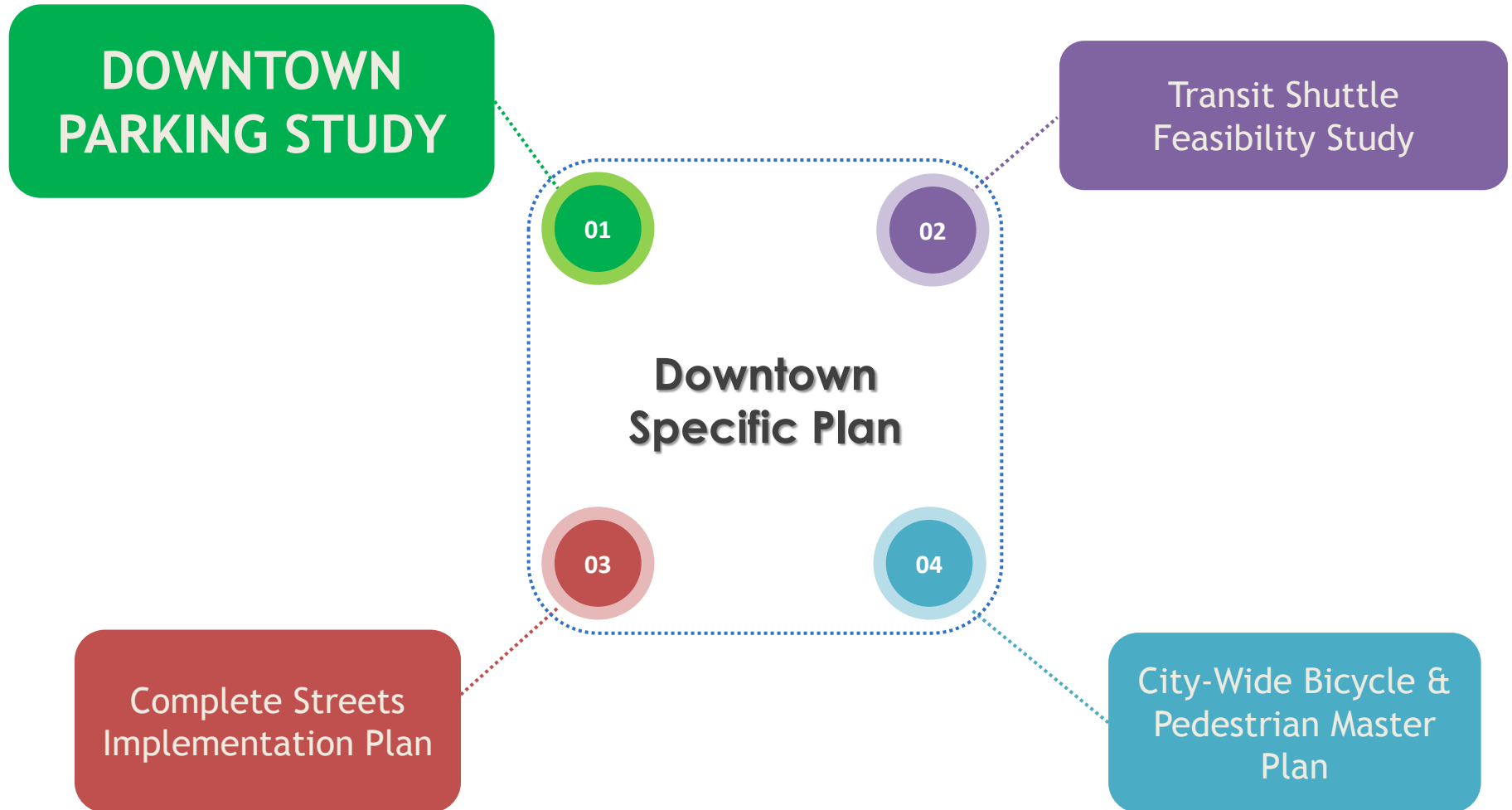
Thursday
01/31/13



2440134

Plate: 4ZRS428

Comprehensive Assessment Process



CEDC comments:

- Balance the needs of merchants, employees and patrons
- Determine feasibility of un-bundling parking requirements
- Consider increasing parking supply
- Enact stricter parking limits for heavily impacted areas



Next Steps for the Downtown Parking Study

- Community outreach (June/July 2015)
- Draft report (August 2015)
- Presentation to Council (Sept-Oct 2015)
- Final Report (Nov-Dec 2015)

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Questions?